

File copy  
10/28/57

# fashion calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.  
TRAFALGAR 9-2343

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 25, 1957</u>			
Just Released	ADVANCE COLORS FOR FALL & WINTER 1958 Colors for woolens and worsteds and for man-made fibers and silks. Contact: Estelle M. Tennis, MU. 5-5881.	THE COLOR ASS'N. OF THE U.S., INC.	200 MADISON AVENUE
Thursday Oct. 24 9:30 A.M. Breakfast	PREVIEW OF RESORT & SUMMER SWIMWEAR Preview of Sea Nymph swimsuits and Sprite beachwear, designed by Grace Arcuri. By invitation. Publicity: Helen Rothman, WI. 7-6700.	JORDAN MFG. CO. (SEA NYMPH & SPRITE)	1410 BROADWAY SHOWROOM - 22ND FLOOR
Thursday Oct. 24 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring cotton fashions by leading designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FUR FASHION SHOW Stein & Blaine's collection of original and ready-to-wear Fall and Winter fur fashions. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Fashion Director & Producer: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE (13 W. 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 24 4:30 P.M. Cocktails	PRESS PREVIEW OF LEATHER COATS Gean-Edwards will preview Resort, Cruise and Spring leather coat fashions. By invitation. Contact: Miss Frances or Miss Pauline, LO. 3-0970.	GEAN-EDWARDS MFG. CO. (MILWAUKEE, WISC.)	HOTEL PIERRE ROOF GARDEN
Thursday Oct. 24- Oct. 25	SIXTH INTERNATIONAL SILK CONGRESS Remaining sessions: <u>Oct. 24, 4:00 P.M.,</u> Tea with Mrs. Robert Wagner at Gracie Mansion for delegates' wives. <u>Oct. 24, 5:00 P.M. - 8:00 P.M.,</u> Silk Fabric Display, Cocktails, Reception. (Fashion Group members admitted with membership card.) <u>Oct. 24, 7:00 P.M.,</u> International Festival of Silk Films at Metropolitan Museum of Art. <u>Oct. 25, 11:30 A.M.,</u> Tour, Reception and Luncheon at U.N. for delegates' wives. <u>Oct. 25, 12:00 Noon - 6:00 P.M.,</u> Silk Fabric Display at Hotel Ambassador. <u>Oct. 25, 7:00 P.M.,</u> Banquet and Grand Silk Ball, Waldorf-Astoria. Publ: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	NEW YORK CITY
Oct. 27	DAYLIGHT SAVINGS TIME ENDS (Move clocks ahead one hour).		
Beginning Sunday Oct. 27 4:30 P.M.	WEEKLY FASHION SHOW DURING COCKTAILS Showing of Fall fashions from Henri Bendel. Millinery by Mr. Arnold. Contact: PL. 5-5800. Publicity: Peggy Cantor, CH. 4-3789.	HENRI BENDEL	ST. MORITZ HOTEL CAFE DE LA PAIX



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<u>WEEK BEGINNING MONDAY, OCTOBER 28, 1957</u>			
Beginning Monday Oct. 28 12:00 Noon	OPENING OF COAT COLLECTION "Essence of Elegance...Radiant Living Colors"---showing of Louis Goldstein's coats at 12:00 Noon daily, followed by luncheon. Week of Oct. 28-Nov. 1 and Tues., Wed., Thurs., through Nov. 14. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday Oct. 28 6:30 P.M.- 8:30 P.M.	SIXTH WEEKLY FASHION TRAINING COURSE Subject: "Buying Ready-to-Wear & Accessories"; speakers: Katherine Murphy, Lord & Taylor; Charles Bay, Bonwit Teller. Price: \$2.00, session. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKETTELLER PLAZA)	SHERATON-McALPIN BALLROOM
Beginning Monday Oct. 28	OPENING OF SPRING DRESS COLLECTION Daily by appointment. Contact: Joni Johnstone, LO. 3-7648.	N. NADLER & CO.	530 SEVENTH AVENUE PENTHOUSE
Monday Oct. 28- Nov. 15	MERCHANDISE, PROMOTION DISPLAY CLINICS Preview of Resort and Spring '58 ready-to-wear and accessories. Merchandise, promotion and display opportunities based on "Charm's" January issue, "You and Your World", and the tandem-themed, February-March, "Best Dressed Woman in the World". By invitation. Contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWRM - 18 FL.
Tuesday Oct. 29 9:30 A.M. Breakfast	PREVIEW OF RESORT & SPRING COLLECTION Press preview by invitation. Trade, Tues., Oct. 22, and daily thereafter at 10:30 A.M. By reservation. Publicity: Julia Field at Constance Hope, 200 West 57th St., PL. 7-0515.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 29 10:00 A.M.	PRESS PREVIEW: FALL LINGERIE COLLECTION "Living Lingerie"---showing of new Fall lingerie fashions. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	M.C.SCHRANK (437-5TH) SHOWROOM - 2ND FLOOR
Tuesday Oct. 29 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Thereafter, Oct. 30, Nov. 5, 6, 12 and 13 at 10:00 A.M. By appointment. (Note Change of Date.) Publicity: Sally MacDonald, LO. 4-3246.	FOX COAT & SUIT CO. (SEYMOUR FOX)	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 29 12:00 Noon Luncheon	PREVIEW OF RESORT & SPRING COLLECTION Preview of Maria Krum's Resort and Spring fashions on Tues., Oct. 29 and Wed., Nov. 6 at 12:00 Noon. Luncheon will follow show. By invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Wednesday Oct. 30 12:30 P.M. Luncheon	PRESS PREVIEW AND LUNCHEON Minnesota Mining & Manufacturing Co. will present the first showing of "Scotchgard", fluoro-chemical stain-repellent, in Zelinka-Matlick coats and suits using Forstmann fabrics. Cocktails at 12:00 Noon. By invitation. Publicity: Brown and Rowland, 342 Madison Avenue, MU. 7-6355.	MINNESOTA MINING & MANUFACTURING CO.	21 CLUB-21 W. 52ND ST. HUNT ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 29 2:30 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION Wm. Devitz will present his collection of coats and suits to press and buyers. By invitation. Daily thereafter at 10:30 A.M. and 1:30 P.M. By appointment. Publicity: Julia Berren, WI. 7-4717.	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday Oct. 29 4:00 P.M.. 6:00 P.M.	SWISS FABRIC FASHION SHOW Over 50 U.S. designers will show costumes from Spring and Summer collection of Swiss cotton fabrics, in collaboration with Cotton Textile Industry of Switzerland. Daytime, evening, bridal, party, casual, leisure costumes, separates and children's wear. <u>Showing at 4:30 P.M.</u> Admission by invitation only, to press and retail trade. Contact: M. Stanley Brown, OX. 7-0020.	SWISS FABRIC GROUP (110 EAST 42ND ST.)	HOTEL AMBASSADOR BALLROOM
Beginning Tuesday Oct. 29	OPENING OF SPRING DRESS COLLECTION Showing of junior and misses dresses; continuous daily thereafter. ( <u>Note Change of Date.</u> ) Contact: Lester Leonard, BR.9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Oct. 30 9:30 A.M. Breakfast	PREVIEW OF ITALIAN IMPORTS FOR MEN Macy's Christmas preview of Italian imports for men. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Beginning Wednesday Oct. 30 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Showings at 10:30 A.M. on Oct. 30, Nov. 1, Nov. 6. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Wednesday Oct. 30 12:30 P.M. Luncheon	LEATHER FASHIONS BY BONNIE CASHIN Luncheon showing of leather fashions and accessories designed by Bonnie Cashin, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PHILIP SILLS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 30 3:30 P.M.	OPENING OF SPRING COAT COLLECTION Continuous daily thereafter. Contact: Tillie Smith, IO. 4-7832.	SPORTLEIGH HALL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Oct. 31	HALLOWE'EN (Thursday).		
Thursday Oct. 31 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Preview of Frank Gallant's coats and suits to press and buyers. By invitation. <u>Trade showings from Tues.. Nov. 5 at 11:00 A.M., daily except Friday.</u> Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 31 11:45 A.M.	ICE-SKATING FASHION SHOW Sportswear and furs from Saks Fifth Avenue will be presented at an ice-skating fashion show for benefit of United Hospital Fund. (The following day if it rains.) Saks Publicity: Grace de Mun, PL. 3-4000, Ext. 7064. Rockefeller Center Public Relations: Oscar Heinlich, PL. 4-1080.	SAKS FIFTH AVENUE	ROCKEFELLER CENTER SKATING RINK



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 31 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING & SUMMER SEPARATES "Casually Yours For American Living"--presentation of sportswear collection to the press. By invitation. Publicity: Mary Lee at Daniel & Charles, Inc., 185 Madison Ave., MU. 6-7288.	QUEEN CASUALS (PHILA., PA.)	HOTEL PLAZA PENLEZVOUS ROOM
Thursday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Oleg Cassini's Fall collection available at leading stores. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 31 3:30 P.M. Cocktails	FIFTH ANNUAL JUNIOR DRESSMAKING CONTEST Awarding of prizes to the senior and junior national winners in Singer's 5th annual junior dressmaking contest. By invitation. Contact: Anne Cunningham at Young & Rubicam, MU. 9-5000, Ext. 8379 or 8421.	THE SINGER SEWING MACHINE COMPANY	HOTEL PLAZA BALLROOM
Saturday Nov. 2 12:30 P.M. Luncheon	CUSTOM-MADE COLLECTION AT BENEFIT LUNCHEON Fontayne will present her Fall collection for benefit of "Italian Board of Guardians". By invitation. Contact: Fontayne, PL. 3-6677.	FONTAYNE (331 E. 55TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Sunday Nov. 3- Nov. 7	BOYS' INDUSTRY MARKET WEEK Sponsored by Boys' Apparel and Accessories Mfrs. Ass'n, and Boys' Apparel Buyers' Ass'n. <u>On Wed., Nov. 6, at 8:30 A.M.</u> , B.A.B.A. will have a special breakfast for buyers. Contact: Shirley Trosk, PE. 6-6244.	B.A.M.A. & B.A.B.A.	NEW YORKER HOTEL 5TH TO 10TH FLOORS
Sunday Nov. 3- Nov. 9	NATIONAL PRESS WEEK IN CALIFORNIA The Seventh National Annual Press Week in California, with a boutique exhibit on Nov. 3, followed by sportswear, swimwear, dress and couturier showings throughout the week. On Sat., Nov. 9, the Men's Apparel Guild In California (MAGIC) will present men's showings in Palm Springs. By invitation. Contact: William T. Maxfield, Exec. Dir., CFC, 740 S. B'way, L.A.14.	CALIFORNIA FASHION CREATORS	BEVERLY HILTON HOTEL BEVERLY HILLS, CAL.
Beginning Sunday Nov. 3	OPENING OF CHICAGO SPRING MARKET WEEK Contact: Chicago Fashion Exhibitors, Inc., 318 N. Adams, Chicago, Illinois.	CHICAGO FASHION GUILD	CHICAGO ILLINOIS
Beginning Monday Nov. 4 11:45 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Nov. 4	OPENING OF SPRING COAT COLLECTION Daily showings of Spring coat collection. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday Nov. 4	OPENING: RESORT & SPRING COLLECTION Junior collection by Georgette; misses' dresses and ensembles designed by Phyllis DeTrano. Contact: Anne Meredith, LO. 4-9445.	GEORGETTE ORIGINALS; DE TRANO ORIGINALS	1400 BROADWAY SHOWROOM - 19TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 4	OPENING OF SPRING COAT COLLECTION Showings continuous daily thereafter. Contact: LO. 4-8220.	BAITCH & CASTALDI, INC.	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Monday Nov. 4- Nov. 10	34TH WOMEN'S ANNUAL INT'L EXPOSITION "With Accent on Youth"--press preview, 9:00 A.M.-12:00 Noon, Nov. 4, with display of fine arts, handicrafts and special feature "Rug-O-Rama", 450 hand-made rugs. "Salute to Youth" sponsored by P.A.I., Wed., Nov. 6, at 7:30 P.M. Hours: 12:00 Noon - 11:00 P.M. Admission: 95¢, adults; 35¢, children. Contact: Doris Vinton, Exposition Office, 250 W. 57, JU.2-1810.	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Nov. 5	ELECTION DAY (Tuesday).		
Beginning Tuesday Nov. 5 10:00 A.M.	OPENING: RESORT AND SPRING COLLECTION Showing of afternoon and cocktail dresses. Continuous daily thereafter. Contact: Morris Gerstler, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Nov. 5 10:30 A.M.	SPRING AND RESORT DRESS COLLECTION Dresses and ensembles designed by Violet Feigen, with showings at 10:30 and 3:30 daily. (Note Change of Date.) Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Nov. 5 1:00 P.M.	PREVIEW OF SPRING JUNIOR DRESSES Mr. Mort's Spring junior dress collection, designed by Lee Evans, will be presented on Nov. 5, 6 and 7 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday Nov. 5 2:30 P.M.	RESORT AND SPRING COLLECTION Showing of Madeleine Fauth's Resort and Spring collection. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	MADELEINE FAUTH-- "CLOTHES FOR YOU"	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Nov. 5 7:30 P.M. Buffet	PREVIEW: SPRING BOYS' WEAR "What's My Spring Line?"--Spring collection of boys' wear in sizes 1 to 3, 2 to 7, 6 to 12, and 13 to 20. By invitation only. Contact: David Trachtenberg, WA. 9-4802.	CHIPS 'N TWIGS (1107 BROADWAY)	ESSEX HOUSE COLONNADE ROOM
Tuesday Nov. 5- Nov. 12	SIXTY-NINTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Wednesday Nov. 6- Jan. 5	EXHIBIT: "SHAPES OF FASHION FROM 1800" How fashion has changed body structure. Publ: Robert Riley, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY, BROOKLYN
Wednesday Nov. 6 11:30 A.M. Luncheon	OPENING: RESORT AND SPRING JUNIOR DRESSES Showing of junior daytime and cocktail collection Nov. 6 and 7 at 11:30. By invitation. Continuous thereafter. Contact: Arnold Schwedock, CH.4-1085. Publicity: Helen O. Borger, 667 Madison Ave., TE. 8-0937.	JULES FURST, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 6 12:30 P.M. Luncheon	SALUTE TO ANNAPOLIS AT LUNCHEON SHOW Honoring the Navy-Marine Corps Memorial Stadium fund drive, fashions with a nautical flair, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Navy-Marine contact: PL. 1-0315. Fashion contact: Ken Williams, JU. 6-8217. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 6 4:00 P.M. Cocktails	PREVIEW: RESORT & SPRING COLLECTION Showing of Muriel King's collection of dresses and costumes for Harry Rubin of Sportcraft. By invitation. Publ: Rosemary Sheehan, MU. 5-1280.	HARRY RUBIN OF SPORTCRAFT (550 7TH)	27 EAST 37TH STREET 2ND FLOOR
Wednesday Nov. 6 4:00 P.M. Cocktails	PREVIEW OF SPRING JUNIOR FASHIONS Preview of Spring junior dresses and costumes. Continuous daily thereafter. By invitation. Contact: Morgan Miller, LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Nov. 7 9:30 A.M. Coffee	PREVIEW: IMPORTED GIFTS AND CHINA Press preview of imported china, glassware, silver, gifts and home decorations. By invitation. Publicity: Mark Klauser, OX. 5-4000, Ext. 211.	OHRBACH'S	4TH FLOOR BOUTIQUE SALON
Thursday Nov. 7 2:00 P.M.	PRESS PREVIEW: SPRING JUNIOR FASHIONS Preview of junior dresses, with showings at 2:00 P.M. daily. Contact: Betty Whiteman, CH. 4-8876. Publ: Eleanor Lambert, 785 Fifth, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Nov. 7 3:30 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Showing to the press and buying offices. By invitation. Trade, beginning Nov. 12. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY FASHIONS	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Nov. 12 10:30 A.M.; 2:30 P.M.	SPRING AND SUMMER BRIDAL COLLECTION Opening of Spring and Summer bridal and bridesmaid collection, designed by Gaston Mallet. Thereafter at 10:30 and 2:30. By reservation. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 12 12:00 Noon Luncheon	JUNIOR CRUISE & SPRING COLLECTION Lanz junior dresses and separates. Showing at 12:30 P.M., Nov. 12-14; Nov. 18-20. By reservation. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 12 4:00 P.M. Cocktails	PRESS PREVIEW: HAND- DRESSED DOLLS The National Doll Dressing Institute, in cooperation with N.Y. March of Dimes, will invite the press to preview winners and finalists in a national doll-dressing competition for women. All dolls received, with exception of award winners (selected by panel of judges), are being donated to March of Dimes. Special guest of honor: Grand Marshall of N.Y. Mothers' March on Polio. By invitation. Director & Publicity for Institute: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	NAT'L DOLL DRESSING INSTITUTE	HOTEL AMBASSADOR TRIANON ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 12 7:30 P.M. Dinner	AWARD-DINNER BY FASHION DESIGNERS Special award to honor Eleanor Lambert. Tickets: \$25.00. Contact: New York Fashion Designers, Inc., 1457 Broadway, WI. 7-0324.	NEW YORK FASHION DESIGNERS, INC.	HOTEL PLAZA BALLROOM
Wednesday Nov. 13 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Nettie Rosenstein's collection, available at Polly's (Park Av.), Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Coordinator: Nola Luxford, TE. 8-8000.	NETTIE ROSENSTEIN	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 14 9:30 A.M. Breakfast	PRESS PREVIEW OF SKI FASHIONS Ohrbach's will present their collection of imported ski clothes to the press. By invitation. Publicity: Mark Klauser, OX. 5-4000, Ex. 211.	OHRBACH'S	2ND FLOOR SKI SHOP
Thursday Nov. 14 12:00 Noon Luncheon	PANEL DISCUSSION ON HOME FURNISHINGS Panel discussion on how the visual impact of various segments of the entertainment field affect home furnishings. Price: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
Thursday Nov. 14 12:00 Noon Luncheon	PRESS PREVIEW: SPRING FOUNDATION FASHIONS Showing of Perma-lift bras, corselets and girdles. By invitation. Contact: Charmayne Wilke, Daniel Edelman Assoc., 40 East 34th St., LE. 2-3933.	PERMA-LIFT (CHICAGO, ILLINOIS)	HOTEL PIERRE ROOF GARDEN
Friday Nov. 15 9:00 A.M. And 12:00 Noon	AMERICAN READY-TO-WEAR: BREAKFAST & LUNCHEON "If Not The Chemise, What?" Commentator: Edith Raymond, "Mademoiselle". Co-Chairmen: Bettina Ballard. Fashion Consultant; Margaret deMille, Fashion Director, Bloomingdale's. Breakfast: \$5.50, members; \$8.00, guests. Luncheon: \$7.50, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Saturday Nov. 16 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Show for members of The Women's Club of N.Y. Life Insurances. By invitation. Contact: Fontayne, PL. 3-6677.	FONTAYNE (331 E. 55TH ST.)	WALDORF-ASTORIA BALLROOM
Monday Nov. 18 12:30 P.M. Luncheon	COTTON FASHIONS BY LEADING DESIGNERS "Blazing Cottons"---Resort fashions in Galey & Lord cottons by: Bestlyne, Brigance, Catalina, Ceil Chapman, Cole of California, Jane Derby, William Fox, Jantzen, Tina Leser, Claire McCardell, Toni Owen, Adele Simpson, Herbert Sondheim, Trigere. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Publ.: Rosemary Sheehan, MU. 5-1280. Ambassador Fashion Director: Mary Alice Rice, CI. 6-1790.	GALEY & LORD (1407 BROADWAY)	HOTEL AMBASSADOR BALLROOM
Tuesday Nov. 19 9:30 A.M.- 11:00 A.M. Coffee	PRESS PREVIEW: TWO CENTURIES OF FASHION "Those Elegant New Yorkers"---exhibition of costumes worn by N.Y. women, from early years of the 18th century through Winter season of 1957-58. By invitation. Open to public, Nov. 21-March 2. Publicity: Winifred McCulloch, LE. 4-1672.	MUSEUM OF CITY OF NEW YORK	FIFTH AVENUE & 103RD STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 19 2:00 P.M.- 4:00 P.M.	RAYON IN FASHIONS & HOME FURNISHINGS "Life with Rayon"--men's, women's and children's fashions illustrating the uses of rayon; also four room settings arranged on an escalator stage; display of decorative fabrics and carpets; automobiles, tires and accessories. By invitation. Publ: Ruth Hammer Assoc., 2 W. 59 St., EL. 5-7872.	AMERICAN RAYON INST. (350 FIFTH AVENUE)	SHERATON-ASTOR HOTEL BALLROOM
Tuesday Nov. 19 4:00 P.M.- 6:00 P.M.	PREVIEW OF RESORT & CRUISE COLLECTION The Italian Association will present a showing of Resort and Cruise fashions by leading designers and manufacturers. "Miss Italian Silk" will represent the Italian Silk Industry. By invitation. Publicity: Rasponi Assoc., Inc., 667 Madison Avenue, TE. 8-8171.	ITALIAN SILK ASS'N	THE COLONY 30 EAST 61ST STREET
Wednesday Nov. 20 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Showing of Vera Maxwell's Fall collection available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Coordinator: Nola Luxford, TE. 8-8000.	VERA MAXWELL	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 21 12:30 P.M. Luncheon	PRE-TEEN AND TEEN FASHIONS AT LUNCHEON Holiday fashions for pre-teens and teens by "Dream Age". Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-3000. Publ: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280. Plaza Fashion Director and Producer: Mary Alice Rice, CI. 6-1790.	"DREAM AGE" (L. WOHL & CO.)	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 21 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Tenth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Pageant of Museum costumes will be shown. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$100.00 each; contact: Costume Institute, TR. 9-5500, Ext. 381.	COSTUME INSTITUTE MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 28	THANKSGIVING DAY (Thursday).		
Sunday Dec. 1- Dec. 5	SPRING AND SUMMER SHOE FASHIONS The 18th semi-annual showing of popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN & TRADE BLDG.
Thursday Dec. 5 12:00 Noon Luncheon	CHILDREN'S SHOW AND ANNUAL MEETING Children's fashions during luncheon and annual meeting. More details later. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM

Beginning Monday Jan. 27	OPENING OF PARIS COUTURE COLLECTIONS Contact: Chambre Syndicale, 102 Rue du Fauborg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
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# MOVIES...THEATRE...OPERA

Monday  
Oct. 28 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET  
Mon., Oct. 28: Tchaikovsky's "EUGENE ONEGIN". Thurs., Oct. 31: Mozart's  
"DON GIOVANNI". Fri., Nov. 1: Gounod's "FAUST". Sat., Mat., Nov. 2:  
Offenbach's "IA PERICHOLE". Sat. Eve., Nov. 2: Verdi's "IA TRAVIATA".  
Publicity: Francis Robinson, FE. 6-1200.

Wednesday  
Oct. 30 PREMIERE: "SLAUGHTER ON TENTH AVENUE" (Movie) ASTOR THEATRE, B'WAY & 45TH  
Universal-International movie with Richard Egan, Jan Sterling, Dan Duryea,  
Julie Adams, Charles McGraw and Walter Matthau, in an expose of the N.Y.  
waterfront warfare. (Note Change of Date.) Producer: Albert Jugsmith.  
Director: Arnold Laven. Publicity: Hilda Brennan, PL. 9-8000.

Wednesday  
Oct. 30 OPENING: "SQUARE ROOT OF WONDERFUL" NATIONAL THEATRE, 208 WEST 41ST ST.  
Anne Baxter will star in the Carson McCuller romantic comedy, featuring  
Kevin Coughlin, Jean Dixon and Philip Abbott, presented by St. Subber &  
Figaro Inc. Director: Jose Quintero. Lighting and Sets: Jo Mielziner.  
Costumes: Noel Taylor. Publicity: Dorothy Ross, PL. 7-0640.

Thursday  
Oct. 31 OPENING: "JAMAICA" IMPERIAL THEATRE, 249 WEST 45TH STREET  
Starring Lena Horne and Ricardo Montalban, in a musical which takes place  
on Pidgeon Island off the coast of Jamaica. Producer: David Merrick.  
Director: Robert Lewis. Sets: Oliver Smith. Music: Harold Arlen. Lyrics:  
E.Y. Harburg. Costumes: Miles White. Publ.: Harvey Sabinson, CO. 6-0856.

Tuesday  
Nov. 5 OPENING: "RUMBLE" ALVIN THEATRE, 250 WEST 52ND STREET  
Paula Stone & Michael Sloan will present the musical starring Eddie Foy,  
Gretchen Wyler and Stephen Douglas. Director: Jack Donohue. Sets: George  
Jenkins. Costumes: Alvin Colt. Publicity: Sam Friedman, WI. 7-2386.

Thursday  
Nov. 7 OPENING: "CAREFREE HEART" ANTA PLAYHOUSE, 245 WEST 52ND STREET  
Jack Carter, Susan Johnson and Melville Cooper with Billie Worth in a  
musical based on the "Doctor" plays of Moliere. Presented by Lynn Loesser  
and Shamus Locke. Music and Lyrics: Robert Wright and George Forrest.  
Director: H.C. Potter. Sets: Oliver Smith. Costumes: Miles White.  
Publicity: Arthur Canter, CI. 6-6495.

Tuesday  
Nov. 12 OPENING: "TIME REMEMBERED" MOROSCO THEATRE, 217 WEST 45TH STREET  
The Playwright's Co., in association with Albert Marre, will present the  
Jean Anouilh play, starring Helen Hayes, Susan Strasberg and Richard  
Burton. Director: Albert Marre. Lighting and Sets: Oliver Smith. Costumes:  
Miles White. Publicity: William Fields, PL. 7-6846.

Thursday  
Nov. 14 OPENING: "NUDE WITH VIOLIN" BELASCO THEATRE, 111 WEST 44TH STREET  
Noel Coward will return to the stage for the first time in 21 years to  
star and direct his own play. Presented by Playwrights Co., Lance  
Hamilton & Charles Russell, the cast will include Morris Carnovsky, Joyce  
Carey and Luba Malina. Sets and Lighting: Oliver Smith. Publicity:  
William Fields, PL. 7-6846.

Wednesday  
Nov. 20 OPENING: "THE ROPE DANCERS" CORT THEATRE, 138 WEST 48TH STREET  
Siobhan McKenna and Art Carney with Joan Blondell in the Morton Wishengrad  
play, presented by The Playwrights Co., and Gilbert Miller. Director:  
Peter Hall. Settings: Boris Aronson. Costumes: Patricia Zipprodt.  
Publicity: William Fields, PL. 7-6846.